

December 21, 2001

To the Honorable Common Council
Zoning, Neighborhoods and
Development Committee
City of Milwaukee

Dear Committee Members:

Attached is File No. 011042, being an ordinance relating to an amended detailed plan for Phase 1 in a Detailed Planned Development (DPD) known as Milwaukee Metro Center on land located on the North Side of West Metro Boulevard and East of the US Highway 41 & 45, in the 15th Aldermanic District.

This amendment to the first phase of the detailed plan will allow for the development of the western 5 acres of the site for a new auto dealership specializing in Hummer SUV's. The first phase would include the construction of a 19,734 square foot building for office, showroom and light service facilities. An outdoor display space for 185 automobiles, plus employee and guest parking will be provided. The hours of operation will be sales, 9 a.m. to 10 p.m., Monday through Saturday and service and maintenance, 7 a.m. to 9 p.m., Monday through Saturday.

Access to the site will be from West Metro Boulevard through a private access drive. The exterior of the building will be pre-cast concrete clad in steel with a storefront window system. The detention pond would be relocated from the previously approved eastern portion of the undeveloped parcel to this western parcel.

The previously approved first phase allowed for the development of the western 11.3 acres for a 35,000 square foot combined automotive sales and service facility for used cars. The approved plans indicated 442 parking spaces, with 279 spaces dedicated for outdoor display. All open space and interior parking areas were well landscaped.

An overall project identification sign is proposed along the US 41 & 45 Highway. This sign is 24 feet tall and 85 square feet in sign area. The identification sign previously approved for AutoNation was 40 feet tall and over 200 square feet in sign area. An illuminated monument sign measuring 3 feet in height and 14 square feet in area is proposed at the entrance to the access drive at West Metro Boulevard. The entrance sign for AutoNation was about 6 feet tall and 56 square feet in area. The proposed non-illuminated directional sign located at the tract entrance is 5 feet in height and 15 square feet. The directional signs for AutoNation were over 21 feet tall and 63 square feet in area.

Two building signs are proposed. One will be located on the west elevation. A second sign will be above the main entrance to the building. Both will be individual letters that are brushed stainless steel with red silhouette illumination. Building signs located above entrances and at the service center were approved for the AutoNation building.

On December 10, 2001, a public hearing was held by the City Plan Commission. At that time no one was there in opposition to this proposal. Since this proposed minor modification is consistent with the City plans for the area and the previously approved detailed planned development, the City Plan Commission at its regular meeting on December 10, 2001 recommended approval of the attached ordinance conditioned on providing a revised landscape

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plan that increases the amount of landscaping at the interior parking aisles and setback areas to be more consistent with the previously approved detailed plan and seeding the undeveloped parcel to the east and providing shade trees along the remainder of West Metro Boulevard.

Sincerely,

Julie A. Penman
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Nardelli